BUSINESS

SEMINARS

IN

MANAGEMENT

TUESDAY & WEDNESDAY MARCH 17 & 18, 1992

AND

TUESDAY & WEDNESDAY APRIL 21 & 22, 1992

DODGE CITY COMMUNITY COLLEGE STUDENT UNION



Western Plains Institute Seminars

Seminars are \$20 per person, per seminar, materials included.

Next to each seminar time is a letter. Please use these letters to indicate which seminars you wish to attend on the enrollment form.

For more information, phone WPI at (316) 227-9247.

TUESDAY, MARCH 17, 1992

9:00-Noon
Effective Leadership Styles/Managing Effectively/
Getting Results

Description of Seven Leadership Styles
Self-Analysis Exercises
Traits of a Leader
Creative Problem Solving
Maximizing Your Own Leadership Style
Managing Different Types of People
Leadership and Self-Esteem
Positive Communication Styles
Getting Results Through People

(2) 1:00-4:00 p.m.

The Effective Secretary/Office Employee-Motivation,

Communication, Leadership

Understanding Various Motivational Levels
Self-Esteem
Positive Attitude Skills
I Win-You Win Relationships
Time Management for Effectiveness
Problem Solving Skills
Levels of Behavior
Open Communication
Self-Analysis Exercises
Being Effective and Efficient

6:30-9:30 p.m.
Understanding People Behavior/Solving People
Problems/Managing Difficult Situations

Understanding Four Types of Behavior
Creative Thinking
Three Steps to Change
Positive Plan of Action
Using Your Untapped Potential
High Level Achievement
Building Your Strengths
Handling Criticism
Overcoming Mistakes and Setbacks to Achieve

WEDNESDAY, MARCH 18, 1992

9:00-Noon

Creative Problem Solving/Decision Making/Being a Leader

Steps to Effective Problem Solving Being More Creative Practical Application of Concepts Supervisor Skills Thinking Smarter Overcoming Mind Set Think Tank Steps in Decision Making Power of Positive Living Working Smarter

TUESDAY, APRIL 21, 1992

9:00-Noon

Management & Motivation—Making Things Happen

Fear Motivation
Achievement Motivation
Self-Esteem
Affirmation and Action Statements
Types of Motivational Environment
Motivation and Others
Developing A Plan
Incentive Motivation
Self-Motivation Exercises
Visualization and Mental Pep Talks
Self-Motivation
Achieving More

1:00-4:00 p.m.
Effective Customer Relations/Effective Human
Relations/Building Success Attitudes

Developing Win-Win Relationships
Stamp Collecting in Communication
Transactions: Crossed, Complementary, Ulterior
Communicating Effectively
Games People Play
Positive Stroking
Rackets: Favorite Bad Feelings
Winners and Non-winners
Contracts for Change
Understanding Four Styles of Behavior

Increasing Sales/Creative Selling/Effective Customer Service

Sales Tips
Creative Selling
Effective Customer Relations
Buying Signals and Motives
Effective Presentations
Overcoming Resistance
Achievement Motivation in Selling
Prospecting
Networking Your Business
Sales Follow-up
Inducements to Buy
Creating a Selling Plan

WEDNESDAY, APRIL 22, 1992

9:00-Noon
Effective Goal Setting and Time Management
Examples of Goals
Errors in Goal-Setting
Sub Goals, Plan of Action
Goal Setting Forms
Prioritizing and Deadline Dates
Being Effective

Being Effective
Benefits of a Goals Program
Goal Criteria
Goal Setting Case Study
Goal Setting Project
Time Management Tips

@ 6:30-9:30 p.m.

Closing Sales

• Western Plains Institute Management Seminars •
 Please enroll me in the following seminars:

A B C D E F G H

 Cost is just \$20 per person, per seminar.

Name

Address

City, State, Zip

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Company

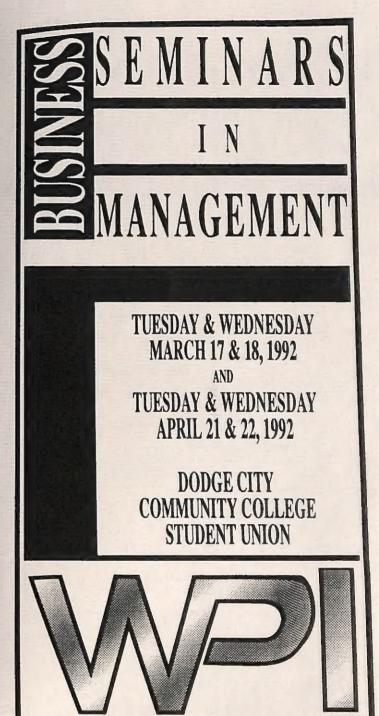
Make checks payable to WESTERN PLAINS INSTITUTE
Mail enrollment to: WPI • P.O. Box 518 • Dodge City, KS 67801

These WPI seminars will be presented by Phil Coleman of Salina, Kansas.

- 1964 graduate of Goddard High School; member of the 1964 Class B State Basketball Champions.
- 1968 graduate of Kansas Wesleyan—Business Administration and Secondary Education.
- Master's Degree—Kansas State University in Educational Administration.
- All Conference and All American Honors in basketball and baseball while at Kansas Wesleyan.
- Has presented personal and organizational growth programs to more than 500,000 people during the past sixteen years.
- In demand as a convention, banquet and graduation speaker in the areas of motivation and personal growth.
- Conducts sales clinics, management clinics and public speaking clinics throughout the Midwest.
- Selected to Outstanding Young Men of America and has held offices in numerous civic organizations.
- · Member of the First Church of the Nazarene in Salina, Kansas.
- Married and has four children, wife-Barbara children-Jeff, Jamie, Jenny, Jessica.
- Has authored two books: Selling Is Surviving-Creating New Sales and Public Speaking: The Bulldog Attacking The Cat.
- Has authored an eight session cassette program in the areas of personal growth and a motivational video cassette program.
 Phil is developing more cassettes in the areas of selling and public speaking.
- Has taught 10 years at the high school and college levels in the areas of self-improvement.

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